

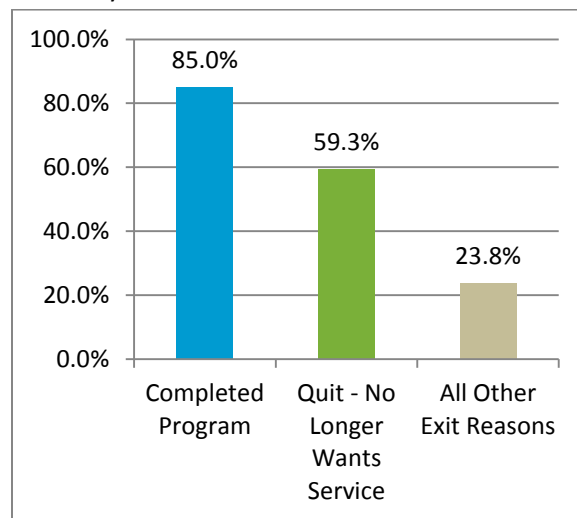
Exit Reason and Quit Rate: Do clients who are quit but do not complete services as successful at 7-months as clients who complete services?

Clients are considered to be successful if, at the time of exit, they have quit using tobacco. Two exit reasons are considered to be successful: “completed program” and “quit – no longer wants service.” Clients who have completed the program have achieved 90 days quit. Clients who are exited as “quit – no longer wants service” report being quit at the time they are exited, but have not yet achieved 90 days abstinent. It should be noted that the number of clients who are exited as “quit – no longer wants services” under-represents the number of ASHLine clients who are quit when exiting services. The majority of clients are exited as “unable to reach” and, because there is no confirmation of their quit status, we cannot assume that they are quit or not at exit.

Here we examine if completing services has a positive impact on long term quit. Are client who complete services more likely to be quit at 7-months than clients who leave services before achieving 90 days quit, but are quit when exited?

Figure 1 displays the 7-month quit rate for ASHLine’s clients, including those who completed the program, those who were quit at the time of exit but did not complete services, and all clients regardless of exit reason. There is a clear difference in the long-term quit rate between the groups. Clients who complete the program are far more likely to be quit at 7-months with a quit rate of 85%. Clients who are known to be quit when they leave services are also much more likely to be quit than the group of other exit reasons with approximately 59% being quit at 7-months. The quit rate for clients with other exit reasons is approximately 24%.

Figure 1. 7-month quit rate for “successful” clients by exit reason



The role of coaching services in a client’s quit process is very important, and, as we see here, affects the long-term outcomes of the clients. Clients who are successful in the short-term but do not follow through to complete services are less likely to remain quit for the long-term. However, clients who are quit at the time of exit, regardless of completing services have longer-term success than the average.

Despite being more successful than the “all other exit reasons” group, clients who leave services prior to reaching 90 days quit are not benefiting from services as much as those clients who complete the program. Receiving support from their quit coach for the entire length of the program makes a difference in a client’s ability to stay quit. Knowing how much impact completing services has on the client’s ability to stay quit, ASHLine could perhaps find alternative ways to encourage clients to complete services if they express interest in quitting the program prior to reaching the 90-days quit milestone.